

**REMARKS:**

In the outstanding Office Action, the Examiner rejected claims 1-23. Claims 1, 11, 18 and 20-23 are amended herein, and new claims 24-26 are added. Proper support for the amendments and new claims can be found in FIGS. 4-6 and corresponding text. No new matter is presented.

Thus, claims 1-26 are pending and under consideration. The rejections are traversed below.

**REJECTION UNDER 35 U.S.C. § 103(a):**

Claims 1-23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over various combinations of the following: U.S. Patent No. 6,256,043 (Aho), U.S. Patent No. 5,848,396 (Gerace), U.S. Patent No. 6,346,952 (Shtivelman) and U.S. Patent No. 6,337,700 (Kinoe).

Aho presents a video of a scene and objects therein that are customized on a per user basis. However, Aho is limited to adapting the video of the scene and the objects therein based on pre-stored parameters pertaining to users such as geographic locations and vendors related to the users (see, col. 2, lines 18-41).

The Examiner acknowledges that Aho does not disclose selecting an attribute object of a corresponding product on the basis of a key word in a chat, but relies on Gerace as teaching the same. However, Gerace uses pre-stored profiles or viewing histories of users for future target advertisement. For example, after several viewing sessions of a user, Gerace records indications of the user's categories of interest and presents tailored screen views upon subsequent access (see, col. 17, lines 1-17). That is, Gerace is limited to use of pre-stored profiles and viewing histories to tailor subsequent advertisements (i.e., does not adjust display based on data gathered in real-time).

Shtivelman extracts key words from interactive text dialog and provides the extracted key words as a dialog summary. In Shtivelman, a dialog summary (175) and a product keyword summary (177) display key words extracted from a chat, where the key words are associated with a product or a data repository of prior chat sessions (see, col. 20, lines 31-45). That is, Shtivelman is limited to summarizing query/response posted on a chat session by extracting key words from the chat session to provide a concise listing of main points of the chat session.

Kinoe enhances display of a graphical object responsive to selection of the same by an operator. For example, when an operator selects a graphical object from a group of graphical

objects and moves a pointer in a particular way (i.e., to the right), graphical objects placed in the fore side are sequentially turned to non-display and graphical objects hidden behind these objects are displayed (see, FIGS. 15 and 17 and corresponding text).

In contrast, the present invention adjusts or customizes display of a product based on a key word extracted during a chat. For example, as illustrated in FIG. 7 of the present application, the word "color" is extracted during a chat between a user and a provider of a product and the display of the product is adjusted based on a selection of the user from available colors for that product.

Independent claim 1, by way of example, recites that the present invention includes, "selecting an attribute of a corresponding product on the basis of a key word extracted at a real time from character information during said chat" and "adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word." Independent claims 11 and 18 recite similar features of claim 1.

Independent claims 21-23 also recite that the present invention includes, "analyzing the chat" and "adjusting the display of the product in real time in response to the key word" in the chat.

It is submitted that the independent claims are patentable over the cited references.

For at least the above-mentioned reasons, claims depending from the independent claims are patentably distinguishable over the cited references. The dependent claims are also independently patentable. For example, claim 6 recites, "extracting a key word from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client." The cited references, alone or in combination do not teach or suggest these features of claim 6.

Therefore, withdrawal of the rejection is respectfully requested.

#### **NEW CLAIMS:**

New claims 24 and 25 are added to recite that the present invention includes, "displaying a top page of an imaginary store having a salesperson box and a product catalog selecting box" so that "a product catalog page having a plurality of product selecting boxes" and "a chat display section by setting a chat channel between a salesperson responsible for the specified product and the user" are displayed when the product catalog selecting box of the top page is specified.

As also recited in new claims 24 and 25, the present invention displays "a responsible

salesperson page having a plurality of responsible salesperson selecting boxes" and "a chat display section in said responsible salesperson page by setting a chat channel between the specified salesperson and the user. This allows selection of "an attribute object of a corresponding product on the basis of a key word in said chat and reflecting the attribute object on an image of said product object" (claims 24 and 25).

New claim 26 is added to emphasize that the claimed method of managing a virtual store includes, "extracting a key word from a chat between a user and a provider in real time to customize a first display of the product" and "providing a second display of the product by customizing the first display... in response to a selection from available attributes of the product provided based on the extracted key word."

The cited references, alone or in combination, do not teach or suggest the above features of new claims 24-26.

Therefore, it is respectfully submitted that new claims 24-26 are patentably distinguishable over the cited references.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.


Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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